**Dear All ,**

Hope this mail finds you well,

Kind check the attached PDF file that contain analytics and insights from Task 1 and 2

Client selected store number 77, 86 and 88 as trial stores. The goal of this task is to select 1 control store for each trial store.

Control store will be chosen based on combined similarity magnitude of "Monthly overall sales revenue" and "Monthly number of customers" of the store with the trial stores.

's percentage difference is statistically significant during the trial phase compared to the percentage difference during pre-trial phase.

Total Sales comparison: Tot\_sales trial vs control Number of Customers comparison: nCustomers trial vs control

Conclusion: Trial store 77 and 86 had significant increase in total sales and number of customers during trial compared to control store. Trial store 88 had increases as well but insignificant.

**Best Regards**

**Mazen ibrahem**